

CLAIMS

1. A method for a ser to provide content to a client, the method comprising:

receiving a request from the client for one or more requested content items;
identifying a data structure that refers to one or more further content items;
modifying the data structure to reference the requested content items; and
providing the content items referenced by the modified data structure.

2. A method as recited in claim 0:

wherein identifying the data structure, the data structure comprises a playlist;

wherein receiving the request, the one or more requested content items comprises streaming media content; and

wherein providing the content items further comprises streaming the content items referred to by the playlist.

3. A method as recited in claim 0, wherein identifying the data structure, the data structure comprises a first Web page specification, and the requested content comprises a second Web page specification.

4. A method as recited in claim 0, wherein modifying the data structure further comprises adding a plurality of references to the requested content item in the data structure.

1 **5.** A method as recited in claim 0, wherein modifying the data structure
2 further comprises adding a plural number of references to the requested content
3 item in the data structure, the number being indicated by the request.

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5 **6.** A method as recited in claim 0, wherein receiving the request, further
6 comprises receiving a variety of requests from the client, at least one subset of the
7 variety of requests comprising respective requests to one or more different content
8 items.

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10 **7.** A method as recited in claim 0, wherein modifying the data structure,
11 the data structure further comprises a placeholder that identifies a particular point
12 in a sequence where the reference to the requested content is placed.

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14 **8.** A method as recited in claim 0, wherein identifying the data structure
15 further comprises creating the data structure by modifying a base data structure.

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17 **9.** A method as recited in claim 0, wherein identifying the data structure
18 further comprises creating the data structure by copying a base data structure.
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2 **10.** One or more computer-readable media containing computer
3 program instructions for providing streaming media content to a plurality of
4 clients, the computer program instructions comprising instructions for:

5 receiving a request that refers to one or more streaming media content
6 items;

7 identifying a playlist that refers to a sequence of one or more further
8 streaming media content items;

9 modifying the playlist to reference the one or more requested streaming
10 media content items in the sequence; and

11 streaming the streaming media content items referenced by the modified
12 playlist.
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14 **11.** One or more computer-readable media as recited in claim 10,
15 wherein modifying the playlist further comprises adding a plurality of references
16 to the requested content item to the playlist.
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18 **12.** One or more computer-readable media as recited in claim 10,
19 wherein modifying the playlist further comprises adding a plural number of
20 references to the requested content item to the playlist, the number being indicated
21 by the received request.
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1 13. One or more computer-readable media as recited in claim 10,
2 wherein identifying the playlist further comprises creating the playlist by
3 modifying a base playlist.

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5 14. One or more computer-readable media as recited in claim 10,
6 wherein identifying the playlist further comprises creating the playlist by
7 modifying a copy of a base playlist.

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9 15. One or more computer-readable media as recited in claim 10,
10 wherein modifying the playlist, the data structure further comprises a placeholder
11 that identifies a particular point in the sequence where the requested content is
12 placed.

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14 16. One or more computer-readable media as recited in claim 10,
15 wherein receiving the request further comprises instructions for receiving a variety
16 of requests from the client, at least one subset of the variety of requests comprising
17 respective requests to one or more different streaming media content items.

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19 17. One or more computer-readable media containing computer
20 program instructions for providing Web content to a plurality of clients, the
21 computer program instructions comprising instructions for:

22 receiving a request from the client for one or more requested Web
23 documents;

24 identifying a wrapper Web document that refers to one or more further Web
25 documents;

1 modifying the wrapper Web document to reference the one or more
2 requested Web documents; and

3 providing the Web documents referenced by the modified wrapper Web
4 document to the client.
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6 **18.** One or more computer-readable media as recited in claim 17:

7 wherein modifying the wrapper Web document further comprises adding a
8 plurality of references to the requested Web documents in the wrapper Web
9 document.
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11 **19.** One or more computer-readable media as recited in claim 17,
12 wherein modifying the wrapper Web document further comprises:

13 adding a plural number of references to the requested Web documents in
14 the wrapper Web document, the number being indicated by the received request.
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16 **20.** One or more computer-readable media as recited in claim 17,
17 wherein identifying the wrapper Web document, the wrapper Web document is a
18 base wrapper Web document.
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20 **21.** One or more computer-readable media as recited in claim 17,
21 wherein identifying the wrapper Web document, the wrapper Web document is a
22 copy of a base wrapper Web document.
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1 **22.** One or more computer-readable media as recited in claim 17,
2 wherein modifying the wrapper Web document, the wrapper Web document
3 further comprises a placeholder that identifies a particular point in a sequence
4 where the requested documents are referenced.

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6 **23.** One or more computer-readable media as recited in claim 17,
7 wherein receiving the request further comprises instructions for receiving a variety
8 of requests from the client, at least a subset of the variety comprising respective
9 requests to one or more different Web specification documents.

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11 **24.** A server including a processor configured to perform one or more
12 operations comprising:

13 receiving a plurality of requests from a client for one or more
14 requested content items;

15 for at least a subset of the received requests:

16 (a) identifying a data structure containing a sequence of
17 references to one or more further content items;

18 (b) modifying the data structure reference to the requested
19 content items; and

20 (c) communicating the content items referenced by the
21 modified data structure to the client.

1 **25.** A server as recited in claim 24, wherein the data structure comprises
2 a playlist, the requested content comprising streaming media content, and wherein
3 the communicating comprises streaming the content items referenced by the
4 modified data structure to the client.

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6 **26.** A server as recited in claim 24, wherein the data structure comprises
7 a first Web page specification, and wherein the requested content comprises a
8 second Web page specification.

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10 **27.** A server as recited in claim 24, wherein modifying the data structure
11 comprises including a plurality of references to the requested content item in the
12 data structure.

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14 **28.** A server as recited in claim 24, wherein modifying the data structure
15 comprises including a plural number of references to the requested content item in
16 the data structure, the number being indicated by the request.

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18 **29.** A server as recited in claim 24, wherein identifying the data
19 structure comprises creating the data structure by modifying a base data structure.

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21 **30.** A server as recited in claim 24, wherein identifying the data
22 structure comprises identifying the data structure by modifying a copy of a base
23 data structure.

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1 **31.** A server as recited in claim 24, wherein at least a subset of the
2 received requests refer to differing content items.

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4 **32.** A computer-readable medium having stored thereon a wrapper data
5 structure comprising:

6 one or more first data fields, each data field containing data therein
7 representing a respective reference to a set of content items; and

8 at least one second data field containing data therein representing a
9 respective placeholder to identify a particular point in a sequence of the one or
10 more first data fields where a reference to a set of client requested content is to be
11 inserted.

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13 **33.** A computer-readable medium as recited in claim 32:

14 wherein the data structure comprises a playlist; and

15 wherein the content items and the client requested content are streaming
16 media content items that are respectively identified with a Universal Resource
17 Locator.

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19 **34.** A computer-readable medium as recited in claim 32:

20 wherein the data structure comprises a Web page;

21 wherein the content items are a first set of Web page specifications; and

22 wherein the client requested content are one or more second Web page
23 specifications.